



Firestore Cloud Messaging for Web & AliExpress



ALIEXPRESS

93.4% higher open rate vs. app notifications

178% increase in conversion compared to mSite users who do not receive notifications

"Firestore Cloud Messaging meets our requirements perfectly."

- Lijun Chen,
Director

Company

Launched in April 2010, AliExpress is a global retail marketplace targeted at consumers worldwide. The platform enables consumers from around the world to buy products at competitive prices directly from wholesalers and manufacturers in China. AliExpress is a business within the Alibaba Group.

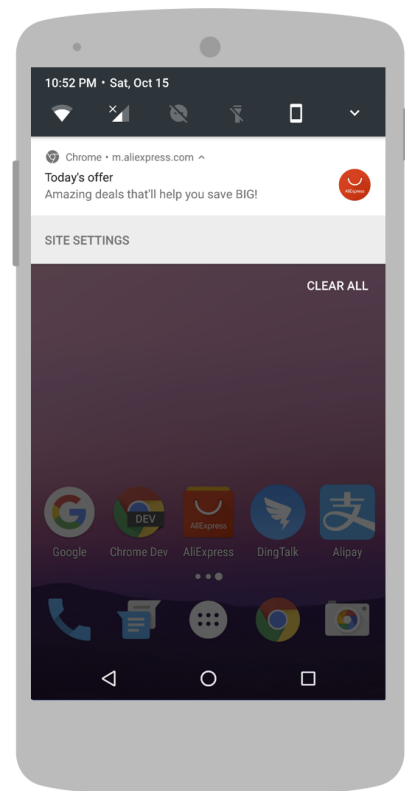
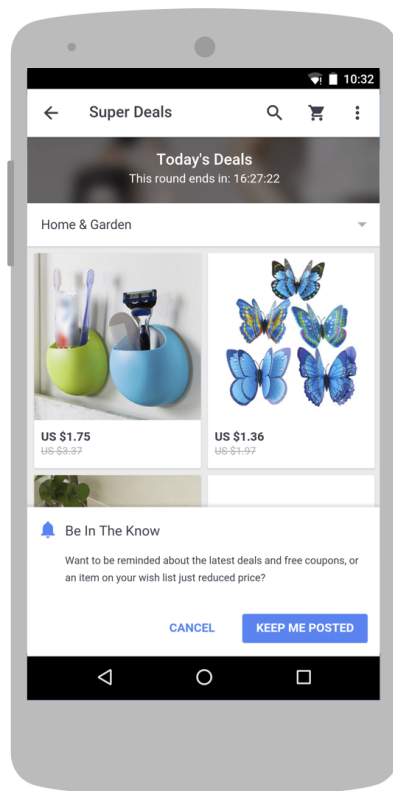
Challenges

The AliExpress app was already using push notifications, including for major sales, price reductions for items in a user's cart/ wish list, and for communication between buyers and sellers. However, the AliExpress website was lacking a solution to re-engage and encourage web visitors to return, particularly if the initial visits consisted of merely browsing items. Direct email marketing was the only available solution, but could only be used for registered users. The team needed a reliable notification solution that worked on the AliExpress website in the same way that traditional notifications worked on the AliExpress app.

Solution

The implementation was "very simple" and the AliExpress team took just a few days to integrate Firestore Cloud Messaging (FCM) with AliExpress.com's own notification management system. The outcome worked "seamlessly." The team saw a **93.4% higher open rate with FCM web notifications vs. app notifications**, and **conversion increased by 178% compared with mSite users who do not receive notifications**.

The AliExpress team is continuing to expand their uses cases. For instance, to promote sales on 11th November (also referred to as "Double 11") - a festival commonly celebrated by young Chinese singles and also one of the biggest online shopping events in the world - AliExpress will be using FCM to send notifications on its website to remind users to take advantage of discounts on items they are interested in.



Learn more at:
<http://g.co/firebase/fcmweb>